

Message Text

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AMEMBASSY ANKARA

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SUBJ: PROPOSED INDUSTRIAL HEATING EQUIPMENT ASSOCIATION (IHEA) IOGA
TRADE MISSION

REF: STATE 14044

SUMMARY: IN PRINCIPLE WE WOULD WELCOME VISIT OF IOGA TRADE
MISSION BY INDUSTRIAL HEATING EQUIPMENT ASSOCIATION (IAEA).
HOWEVER, IT DIFFICULT AT PRESENT TIME TO ASSESS DEGREE OF MARKET
POTENTIAL FOR INDUSTRIAL HEATING EQUIPMENT PRODUCTS DUE T UN-
CERTAIN OUTLOOK TURKISH CONSTRUCTION INDUSTRY AND LIMITATIONS OF
TURKISH IMPORT REGIME. MOREOVER, INCREASED NUMBER TRADE PROMOTION
EVENTS PROGRAMMED FOR THIS HEAR AND EVER-INCREASING COMMERCIAL
WORKLOAD VIRTUALLY ELIMINATES POSSIBILITY OF PROVIDING EVEN LIMITED
SUPPORT TO VOLUNTARY TRADE MISSION. END SUMMARY

1. POST HAS RELUCTANTLY CONCLUDED IT DOES NOT HAVE RESOURCES
PROVIDE SUPPORT FOR IOGA AS DESCRIBED 10 FAM 973. PROPOSED MISSION
WOULD VIRTUALLY OVERLAP WITH ALREADY-SCHEDULED FOOD PROCESSING
AND PACKAGING TRADE MISSION (JUNE 13-15) WHEN
PRESUMABLY WE WILL ALSO BE HEAVILY INVOLVED WITH PREPARATIONS FOR
IZMIR TRADE FAIR. AS EMBASSY AND USDOC AWARE, WE NOW PROGRAMMED
FOR 3 MAJOR PROMOTION EVENTS IN 1974 (TRADE MISSION PLUS TWO
CATALOGUE SHOWS) IN CONTRAST ONE TRADE MISSION IN 1973. PRESENT
STAFF STRETCHED TO LIMIT IN COPING WITH THESE EVENTS PLUS CON-
TINUING GROWTH OF REGULAR COMMERCIAL WORKLOAD. ADDITIONAL LOCAL
POSITION REQUESTED BUT UNTIL ALLOCATED WE WILL HAVE DIFFICULTY
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MANAGING EVEN THOSE EVENTS ALREADY SCHEDULED.

2. AS FOR MARKET POTENTIAL FOR INDUSTRIAL HEATING EQUIPMENT, IT DIFFICULT ASSESS AT PRESENT SINCE IT NOT CLEAR HOW IMPACT OF ENERGY CRISES, RECENTLY ANNOUNCED PRICE INCREASES (INCLUDING 100PCT INCREASE IN STEEL PRICES AND 50PCT FOR CEMENT) AND PROGRAM OF NEW GOVERNMENT WILL AFFECT INVESTMENT AND LEVEL OF BUSINESS ACTIVITY. MOREOVER, EXCEPT FOR HOTELS AND OTHER TOURISTIC FACILITIES, MOST EQUIPMENT THIS FIELD COULD NOT BE IMPORTED OTHER THAN AS COMPONENTS FOR FINAL ASSEMBLY IN TURKEY. FOR EXAMPLE, 1974 IMPORT REGIME FOR MANUFACTURING INDUSTRIES PERMITS IMPORTS FOR MANUFACTURE OF INDUSTRIAL FURNACES AS FOLLOWS: SEAMLESS STEEL PIPE, BURNERS, MOTOR AND TURBO-PUMPS, TEMPERATURE METERS, ETC. THEREFORE, IN GENERAL DIRECT SALES WOULD BE LIMITED TO IMPORT OF COMPONENT PARTS.

3. EVEN IF RESOURCES WERE AVAILABLE WE WONDER WHETHER IOGA MISSION WOULD QUALIFY UNDER CRITERIA FOR CONCENTRATING OUR LIMITED RESOURCES TO TARGET INDUSTRIES. IF MISSION DECIDES TO COME TO ISTANBUL DESPITE OUR INABILITY TO SUPPORT IT, IT OCCURS TO US THAT IHEA MAY BE INTERESTED IN PAYING LOCAL ORGANIZATION SUCH AS TURKISH MANAGEMENT ASSOCIATION TO PROVIDE SOME SUPPORT.

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